

## Message Text

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PAGE 01 WARSAW 06414 090822Z  
ACTION CU-06

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FM AMEMBASSY WARSAW  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 259  
USIA WASHDC  
AMCONSUL KRAKOW POUCH  
AMCONSUL POZNAN POUCH

UNCLAS WARSAW 6414

COMMERCE ACTION FOR BEWT/OEWCA/LOTARSKI

STATE FOR CU/EE

USIA FOR IEU/ICS

EO 11652N/A  
TAGS: BEXP, OEXC PL  
SUBJ: POLISH SPONSORED "NEW MARKET DEVELOPMENT" SEMINAR:  
RECOMMENDED US PARTICIPATION

1. TDC DIRECTOR SCHRAGE AND CAO GOSENDE MET AUGUST 31  
WITH PROFESSOR STEFAN PODLESNY, VICE DIRECTOR FOR TRAIN-  
INF OF THE POLISH MANAGEMENT ORGANIZATION AND DEVELOP-  
MENT INSTITUTE (MODI) TO DISCUSS PREPARATIONS FOR THE  
FIRST "NEW MARKET DEVELOPMENT" SEMINAR TO BE HELD AT THE  
POLISH MANAGEMENT DEVELOPMENT CENTER IN JACHRANKA (NEAR  
WARSAW) NOVEMBER 12-20.

2. THIS SEMINAR WILL INAUGURATE WHAT MODI SEES AS AN  
ANNUAL SERIES OF INTERNATIONAL MARKETING SEMINARS AS A  
PART OF ITS NORMAL ACTIVITIES TO TRAIN MANAGERS OF POLISH  
BUSINESS ORGANIZATIONS. THIS YEAR'S MEETING WILL BE  
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CO-SPONSORED BY THE SOCIALIST MARKETING ASSOCIATION  
(SMA), ALTHOUGH MODI IS THE PRINCIPAL ORGANIZER. THE  
SEMINAR WILL BE ATTENDED BY APPROXIMATELY 80 MANAGING  
DIRECTORS, DEPUTY MANAGING DIRECTORS, AND DEPARTMENT  
HEADS FROM ALL THE MAJOR FTO'S IN POLAND. THE SEMINAR'S  
BUDGET COMES FROM CONTRIBUTIONS FROM THESE SAME FTO'S.

3. THE STATED OBJECTIVE OF THESE SEMINARS IS AN EXCHANGE OF EXPERIENCE AND IDEAS ON NEW MARKET DEVELOPMENT. THE PRRIORITY SUBJECT WILL BE HOW TO MARKET POLISH PRODUCTS IN SPECIFIED FOREIGN COUNTRIES. AT THE SAME TIME, IN RECOGNITION OF THE NEED FOR A MUTUAL BENEFIT TO THE INVITED FOREIGN PARTNER, DISCUSSIONS OF MARKETING, LICENSING, AND JOINT VENTURES IN POLAND WILL BE ON THE PROGRAM.

4. WITH THE BACKING OF THE MINISTRY OF FOREIGN TRADE AND CHAMBER OF FOREIGN TRADE, THE UNITED STATES HAS BEEN SELECTED BY THE POLES AS THE PIONEERING PARTNER IN THIS SERIES. MODI HAS TOLD US IT PLANS TO INVITE A GROUPE OF WESTERN EUROPEAN COUNTRIES FOR A SIMILAR SEMINAR IN 1978.

5. IN LIGHT OF THE IMPORTANCE THE POLES HAVE ATTACHED TO THEIR COMMERCIAL RELATIONSHIP WITH THE US, AND BECAUSE THE PROGRAM OFFERS A UNIQUE OPPORTUNITY FOR EXTENSIVE CONTACTS WITH 80 HIGH-EVEL FTO OFFICIALS, WE BELIEVE A STRONG EFFORT SHOULD BE MADE BY THE USG TO RECRUIT AN EXPERIENCED, SERIOUS TEAM TO PARTICIPATE IN THIS SEMINAR. IT WILL ALSO PROVIDE A GOOD MEANS TO FURTHER JOINT MARKET RESEARCH. THIS, WE RECALL, EMERGED AS AN OBJECTIVE DURING THE REICH/OLESIK MEETING IN JULY.

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6. MODI WANTS 10 PARTICIPANTS FROM THE US, WITH 7 FROM THE PRIVATE BUSINESS SECTOR, 2 FROM ACADEMIA, AND ONE FROM THE USG. THE POLES WILL PAY ALL EXPENSES IN POLAND, EXCEPT FOR SPECIAL TOURIST EXCURSION THAT PARTICIPANTS MAY WANT TO TAKE.

7. THE POLISH FTO PARTICIPANTS WILL BE A) MACHINE BUILDING INDUSTRY, 36 PEOPLE; B) HEAVY INDUSTRY, 16 PEOPLE; C) LIGHT INDUSTRY, 10 PEOPLE; D) AGRICULTURE AND FOOD PROCESSING, 6 PEOPLE; E) TIMBER AND FURNITURE INDUSTRY, 3 PEOPLE; F) CHEMICAL INDUSTRY, 2 PEOPLE; G) HANDICRAFTS, 2 PEOPLE; AND H) OTHER, EG SCIENTISTS AND THE CHAMBER OF FOREIGN TRADE, 5 PEOPLE.

8. WE REQUEST USDOC TO COORDINATE THE RECRUITMENT OF US BUSINESSMEN AND THE USG REPRESENTATIVE. WE BELIEVE THAT THE EMBASSY CAN RECRUIT DIRECTLY APPROPRIATE ACADEMICIANS. THE US BUSINESS REPRESENTATIVES SHOULD MATCH, AS MUCH AS POSSIBLE, THE CROSS-SECTION OF POLISH ECONOMIC SECTORS REPRESENTED.

9. FURTHER DETAILS ON THE SEMINAR HAVE BEEN SENT BY POUCH TO BEWT, S. LOTARSKI.

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